

MEETING MINUTES
CCN Communications Subcommittee
Friday, November 22, 2002
Panorama Room, Main Floor, 1509 Centre St. S

Attending:

Suzanne Galesloot, Maria Lee, Andrea Smith co-chair, Nicola Stevens co-chair, Aundrea Dersch, Emily Alstad, Kathy Hildebrand, Judy Backlund and Annette Robertson

Regrets: Laura Fitzgerald, Sandra Harris, Kelly Blackshaw, Anna Barkman, Bill Andrietz and Shahnaz Davachi

1. Approval of/additions to agenda
Agenda was approved.
2. Approval of October 11, 2002 minutes
Minutes approved.
3. Introduction of Committee Members Updates
 - Suzanne gave a brief history of the CCN and her role with the network. She works on a part-time basis and her role has changed. She works assisting with the committee process, and primarily with the CCN steering committee and various projects.
 - Everyone gave a brief introduction of themselves, his or her background and interest in being involved with the CCN.
 - Changes were made to the contact list.
 - We went through the list and identified people not in attendance that expressed interest in the CCN communications committee.
 - Suzanne informed us that Bretta Maloff from community development, Calgary Health Region who has served on our committee from its inception has withdrawn from the committee, as her role has changed and she will be working on implementing the community mapping project.

ACTION: Suzanne offered to see if another Healthy Community Person from CHR would be willing to replace Bretta Maloff on our committee.

ACTION: Suzanne to re-circulate updated contact list.

ACTION: The following people were to find out if the listed individual(s) were still interested in being involved with the CCN communications committee.

Kathy and Annette: Sandra Harris, Kelly Blackshaw, Anna Barkman and Bill Andrietz

Nicola: Laura Fitzgerald

Andrea: Shahnaz Davachi

4. Background of CCN, Communications Committee and Update on Steering Committee
- Suzanne spoke to the history and formation of CCN. She discussed that CCN is a local not-for-profit group whose mandate is to work together with all interested parties to prevent and control both heart disease and stroke in our communities. Suzanne identified network's structure with the Steering Committee, and the four committees (Communications, Resources, Surveillance and Task Teams). The CCN committees aim to grasp national movements that will affect our network approach towards chronic disease. CCN strives to enhance coordination and establish linkages by engaging other groups in the Calgary community.
 - Suzanne spoke about the CCN strategic priorities: Awareness, Advocacy, Coordination and Action. She highlighted some key examples of the CCN work such as supporting CTRAC for the city of Calgary anti-smoking bylaw. The broader network (steering committee) received funding for CLANS to organize a workshop for Fall 2003.

For increasing capacity of resources – communications committee may need to be involved. There is NOT a standard model approach to prevention. The CCN needs to build local capacity. We may need to engage community members as role models.

High Blood Pressure (HBP) Task Team coordinated public education events and partnered with pharmacies doing HBP screening and Calgary Fire Department Blood Pressure screening program.

Primary Prevention Task Team focused on developing linkages to a broader network. Working on a toolbox for the prevention of obesity, CLANS core planning group and advocacy to create a supportive environment for physical activity.

6. Communications Committee
- Andrea and Nicola discussed the role and activities of the communications committee. Key Activities Highlighted Included:
- Development of the website: purposes, development, content and access.
 - Terms of Reference and overview of the committee tasks was discussed.
 - Initial development of a marketing template for promotion of CCN activities
 - Promotional materials including bookmarks and information sheets.
 - Andrea represents the communication committee at the Steering Committee Level for the CCN.
 - Number of meetings were agreed to about 6 per year. The group felt a clear work plan would make the committee more effective in their work and therefore require less meetings.
7. Communications Committee Work Plan and workgroups – task, volunteer
- Due to time shortage the group reviewed the proposed work plan and discussed the various tasks.

- NEW MEMBERS - Currently do not have an information package for new CCN members and methods of communication. We need to develop something that engages individuals as part of the CCN, what we do, how they would benefit...
- MESSAGES – we are not working the network. Need to develop messages and distribute communications to engage membership.
- WEBSITE PROMOTION – need to promote use within CCN and outside of CCN. Need to have the submission forms put to use and link our site to other sites.

ACTION – everyone was to review the proposed work plan and communicate via email to the rest of the group what task(s) interest them and what they would be willing to work on.

8. Other business
Due to shortage of time there was no other business.
9. Next meeting: Thursday January 9, 2003
8:30 – 10:30am
Sunshine Room, Main Floor, Centre 15